

Message Text

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ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 CIAE-00 INR-07 LAB-04 NSAE-00

PA-01 SIL-01 USIA-06 PRS-01 /040 W

----- 070507

R 101600Z SEP 76

FM AMEMBASSY BERLIN

TO SECSTATE WASHDC 3222

INFO USDOC UNN

AMEMBASSY BONN

USMISSION USBERLIN UNN

LIMITED OFFICIAL USE BERLIN 6661

USDOC FOR BEWT

E.O.11652: N/A

TAGS: BEXP, GE

SUBJECT: USG BUSINESS DEVELOPMENTS AT THE LEIPZIG FAIR.

1.DOW CHEMICAL. DOW CHEMICAL EUROPE PRESIDENT CLYDE BOYD WAS ON HAND IN LEIPZIG ON SEPTEMBER 5 TO GREET SED SECRETARY GENERAL HONECKER AND HIS " STATE AND PARTY" COLLEAGUES AT THE DOW LEIPZIG FAIR STAND. DCM POLANSKY WAS ALSO PRESENT AND CONVEYED AMBASSADOR COOPER'S GREETINGS. FOLLOWING THAT EVENT, BOYD SIGNED A TEN-YEAR COOPERATION AGREEMENT WITH A GDR" CONSORTIUM" HEADED BY CHEMIE-EXPORT-IMPORT'S DIRECTOR GENERAL NIETZSCHE. ANNEXES TO THE AGREEMENT SETTING UP CONCRETE PRODUCT DELIVERY COMMITMENTS WERE THE SUBJECT OF HARD NEGOTIATION UP UNTIL THE DAY OF THE SIGNING.

2. UNION CARBIDE. IN CONVERSATIONS WITH UNION CARBIDE EAST EUROPEAN OPERATIONS CHIEF MEL DUNCAN AT THE FAIR, THE EMBASSY WAS TOLD THAT UNION CARBIDE IS DISCUSSING WITH THE FOREIGN TRADE MIINSTRY THE POSSIBLITY OF OPENING AN EAST BERLIN REPRESENTATIVE OFFICE. UNION CARBIDE IS SELLING A LARGE QUANTITY OF PRODUCST IN THE GDR, AND

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ALSO HAS PLANS TO PURCHASE LARGE QUANTITIES OF GDR

PRODUCTS AS EAST GERMAN OUTPUT
RISES IN AREA OF INTEREST TO UNION CARBIDE.
THE GDR IS APPARENTLY PUSHING UNION CARBIDE TO OPEN
AN OFFICE, AND THE COMPANYING IS WEIGHING COST AGAINST THE
POSSIBLE COMMERCIAL CONSEQUENCES OF RESISTING. THE
FRENCH RHONE-POULENC CHEMICAL COMPANY HAS RECENTLY
OPENED A REPRESENTATIVE OFFICE; AND BRITISH ICI IS
ALSO DISCUSSING DOING SO.

3. GDR LIGHT INDUSTRY OFFICIALS WERE ENTHUSED OVER THE
VISIT TO THE LEIPZIG FAIR OF BUYERS FROM FIVE LARGE
US MAIL ORDER AND GENERAL MERCHANDISE RETAILERS: GIMBEL
BROS.; KRESGE DEPARTMENT STORES; ASSOCIATED
MERCHANDISING CORP.; MONTGOMERY WARD; AND ALLIED STORES CORP.
ALSO IN THE CONSUMER GOODS SECTOR, THE WEST GERMAN AGENTS
OF BLUE BELL, INC. WERE PLEASED TO HAVE THEIR
WRANGLER BLUE JEANS USED IN A FIVE MINUTE SEGMENT OF AN
"INTERNATIONAL FASHION SHOW" OPEN TO THE LEIPZIG FAIR
PUBLIC. WRANGLER HOPES FOR A A PIECE OF THE NOT INSIGNIFICANT
GDR BLUE JEANS MARKET IN WHICH LEVI STRAUSS & CO.
OFSAN FRANCISCO CURRENTLY OCCUPIES A STRONG POSITION.

4. ECON/COMOFF TALKED IN ADDITION TO ALLIS-CHALMERS'
MANAGER FOR EAST EUROPEAN BUSINESS DEVELOPMENT,
GEORGE MARQUART, WHO BELIEVES GDR MIGHT HAVE
SOMETHING TO OFFER HIS COMPANY IN SUPPLYING
MACHINE TOOLS TO THIRD-
COUNTRY ALLIS-CHALMERS MANUFACTURING UNITS.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 10 SEP 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: CunninFX
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976BERLIN06661
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760343-0910
From: BERLIN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760975/aaaacimh.tel
Line Count: 90
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EB
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: CunninFX
Review Comment: n/a
Review Content Flags:
Review Date: 27 APR 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <27 APR 2004 by BoyleJA>; APPROVED <19 AUG 2004 by CunninFX>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: USG BUSINESS DEVELOPMENTS AT THE LEIPZIG FAIR.
TAGS: BEXP, GC
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006